crowd**fundr**

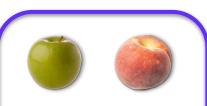# Kickstarter vs Crowdfundr

A comprehensive comparison guide

Transitioning from Kickstarter

Overview

Crowdfundr

- AON & KIA options*
- Rewards NOT mandatory
- Does NOT hold funds; deposited directly into Stripe/PayPal account
- Choose a fee model that includes free and fee-recovery options
- Shipping NOT included in goal
- Successful AON campaigns can fund as soon as they hit their goal.
- All campaigns can roll over into a store
- Offline contributions allowed
- Four layout options
- Creative visual options for a customized look
- Share options: Facebook, Twitter, LinkedIn, Messenger, email, shortlink, multiple embedding options, Pinterest, and more

Apples vs peaches

(Similar family, look alike at first but drastic differences when explored in-depth)

Both creator-focused

*AON = all-or-nothing

KIA = keep-it-all

Kickstarter

- AON only*
- Rewards mandatory
- Holds funds
- Mandatory 5% platform fee
- Shipping included in goal
- Larger audience they will market to if campaign is high ranking
- EasyShip integration
- Successful AON end at deadline
- Offline contributions NOT allowed
- One-size-fits-all campaign layout and theme
- Story editor allows for limited creativity
- Share options: Facebook, Twitter, email, shortlink and embed options

Transitioning from Kickstarter

Campaign creation

What you did there

- Set up entire campaign at once in a saveable creation flow.

- All details must be entered (including rewards, bank information, and personal details)

- End of flow = submit and wait for approval

What you'll do here

- Simple creation flow to cover the basics

- Most details (including payment accounts) can be skipped and added later

- Rewards are added later; personal details can be put in your User Profile

- End of flow = open on your campaign visual editor, edit at will, launch when ready (no approval required)*

*Unless we receive a report with valid concerns about the content or creator. We'll pause the campaign and work with you to get it running again ASAP.

Transitioning from Kickstarter

Rewards

What you did there

- Entered in campaign creation flow

- Basic details: name, price, short description, shipping cost, planned delivery date

- Enter items and build them as 'Reward tiers' so backers can choose packages that include different items

- Different variants must be listed as additional tiers

- Can include add-ons with their own shipping rate

- Digital fulfillment, local pickup, or shipping to choice of country(ies)

What you'll do here

- Entered in the visual campaign editor or rewards page after campaign creation

- Details: Photo, name, price, variants, variant *prices*, description, shipping cost, planned delivery date, digital delivery

- Supporters can choose multiple rewards, no need to build out tier packages

- Supporters select available variants *in* the reward, and cost adjusts automatically (if variants have different pricing)

- Can include add-ons (with add-on shipping costs), promo codes, flexible pricing

- Digital fulfillment, local pickup, or shipping to choice of country(ies)

Transitioning from Kickstarter

Choosing a goal

What you did there

- Goal is mandatory
- Includes:
    - Cost of project (Fixed and per-unit)
    - Shipping
    - Platform and payment processing fees
        - Approx. 9% total (North America)

What you'll do here

- Goal and deadline only mandatory for AON campaigns; optional/editable for KIA campaigns
- Include:
    - Cost of project (Fixed and per-unit)

    - Does NOT include Shipping

    - Platform and payment processing fees depend on pricing model:
        - *Simply Free* only payment processing needs to be considered = ~4% *total*
        - *Nearly Free* average = **1.43% *total***
        - *Not Free* = ~9% *total*

Transitioning from Kickstarter

Pre-launch

What you did there

- After project approval, set up pre-launch page:
  - Your project's title and subtitle
  - Your project's category
  - Your creator name (which opens to bio page) and profile avatar
  - Your project's location

- Cannot see subscriber details

- Project page and pre-launch page have different URL addresses

What you'll do here

- Campaign always viewable (no contributions until launch)
- Enter pre-launch details in story and/or a banner, editable at any point
- Personal information in User Profile
- Organization information in the Organization Profile (if applicable)
- Import contacts to be notified upon launch
- 'Subscribe' option for new followers to be notified
- Can always see your subscribers' details
- URL will not change when campaign is live
- Campaign not searchable anywhere until live (unless privacy settings are changed)

Transitioning from Kickstarter

Post-campaign

What you did there

Only All-or-nothing model offered

- Project automatically ends at deadline whether the goal is reached or not
- **If successful:**
  - Wait to receive your funding payout (anywhere from 14 to 28 days)
  - Backer surveys to collect shipping addresses, desired variants, etc.
  - Running another campaign = start from scratch and only after the first one has fulfilled
- **If unsuccessful:**
  - Start over again from scratch, including approval

What you'll do here

Below info assumes an All-or-nothing campaign

- Project only automatically ends if unsuccessful
- **If successful**
  - Charge supporters as soon as goal is hit, regardless of deadline, even on day one
  - Addresses, variants, etc. already collected
  - Choose to keep campaign open as 'keep-it-all' or finish it and start another one if desired at any time - no wait
- **If unsuccessful:**
  - Clone campaign and try again whenever you like

Transitioning from Kickstarter

Backer/Supporter information and communication

What you did there

- Contributors referred to as 'Backers'
- Collect information after project end (and only if successful) in 'Backer report'
  - Name
  - Backer number
  - Email
  - Pledge details
  - Shipping country
- On-platform messaging to backers
- Further information (shipping address, variant options, etc.) collected *after* successful campaign only in backer surveys

What you'll do here

- Contributors referred to as 'Supporters'
- Set up what information you want to collect from supporters in 'Data Collection'
  - Name and email collected by default
  - Shipping address defaulted if rewards present
  - Choose any other information you want to collect
- On-platform messaging to supporters
- Receive all supporter information immediately upon pledge/contribution (not success-dependent)